

# Marketing the Success of Your Projects

How Rebuild Michigan program  
activities can substantiate  
successful projects

## How we assist Rebuild MI clients

- Identify energy saving measures in IEE report
- Provide a utility bill analysis, giving the client motivation to reduce energy use below similar facility averages and help them set goals
- Follow up with clients, keeping energy efficiency upgrades in their focus

## How we document project activity

### Gather implementation data

- Identify measures installed
- Identify installation costs
- Identify projected energy savings

### Develop case studies for publication

- Rebuild Michigan newsletter
- Rebuild Michigan website [www.michigan.gov/eormes](http://www.michigan.gov/eormes)

### Publish Rebuild Michigan Annual Report

## Sample of Successful Rebuild Michigan Projects

- City of Taylor
- Linden Schools
- Edwardsburg Public Schools
- Schoolcraft Community Schools
- Adrian Public Schools
- City of Riverview
- Hastings Area Schools

## What all of this means to you

- Continued success in developing profitable projects
- Validation of your proposals in your customers mind
- Case studies and published data are other resources to point to in the project marketing stage

## Rebuild Michigan

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